

Ryker Marble

Art Director & Brand Designer

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PROFESSIONAL SUMMARY

Senior brand designer and art director specializing in brand systems and brand management across high-scale SaaS and Web3 organizations. Proven track record architecting enterprise-grade brand guidelines, leading company-wide campaigns, and translating complex, regulated subject matter into distinctive visual systems.

PROFESSIONAL EXPERIENCE

Senior Brand Designer | Lucid Software | 2022 – Present

- Built the primary brand guide for Lucid's Company Kick-Off (CKO), the foundational driver for all event assets across US, APAC, and EMEA offices; pitched directly to C-suite stakeholders.
- Design collateral and lead demand-generation campaigns for Lucid's FedRAMP-certified product skew, using a differentiated visual language to build credibility with high-security government buyers.
- Owned major nurture and lifecycle email campaigns; A/B-tested iterations drove a 26% lift in document creation and a 62% increase in launch registrations (11,000 total) for Lately at Lucid.
- Art directed Lucid's product walkthrough video from concept to final production, partnering with an external motion designer to maintain brand cohesion.

Contract Brand Designer | TRON DAO | 2025 – 2026

- Designed an enterprise-grade brand guidelines system to unify TRON's decentralized ecosystem, standardizing visual primitives into scalable Figma component libraries across four teams; art directed events including Omnia Night.

Brand Designer | Impact Suite | 2021 – 2022

- Managed brand maintenance for six distinct sub-brands within a startup environment, supporting a strategic pivot toward an enterprise-focused market through consistent visual identity and marketing collateral.

Visual Designer | USU STARS! GEAR UP | 2018 – 2021

- Designed print and digital marketing materials as a part-time visual designer while completing coursework, producing recruitment and outreach assets for a college-access program.

Selected Freelance Projects | Independent

- **TruFru:** Packaging design for press-kit boxes and custom branded tape for retail shipping cartons for the nationally distributed freeze-dried fruit brand.
- **GSBS Architects:** Experiential design for the University of Utah Theatre Department, including a 60-foot historical graphic timeline and large-scale environmental feature walls.
- **SixFifty:** High-value gated editorial reports and custom data visualizations positioning the brand as a thought leader in the legal compliance space.

VOLUNTEER

Co-Director of Programming / Director of Communications | AIGA Salt Lake City | 2021-2023

- Planned and designed programming and communications for Utah's professional design community as a volunteer chapter leader, driving cross-collaboration and continuing-education events.

EDUCATION

Utah State University — BFA, Graphic Design; BS, Political Science and Government; Minor, Art History

TECHNICAL SKILLS

- **Design:** Brand Strategy, Art Direction, Brand Systems & Component Libraries, Visual Identity Systems, Campaign Design, Presentation Design, Email & Lifecycle Design, Typography, Basic Motion Graphics, Experiential Design, Editorial Design, Data Visualization
- **Tools:** Figma (Advanced), Adobe Creative Cloud (Illustrator, Photoshop, After Effects), Midjourney, Keynote/Google Slides, Lucid Suite, AI workflows